

Amendments to the Specification:

Please delete the title in it's entirety and replace with the following:

CHOLESTERIC LIQUID CRYSTAL DISPLAY APPARATUS AND METHOD FOR DRIVING
CHOLESTERIC LIQUID CRYSTAL DISPLAY DEVICE

Please replace paragraph [0016] with the following amended paragraph [0016]:

[0016] Fig. 1 shows a drive voltage wave form in the DDS method;

Fig. 2 shows a timing of the voltages applied to common electrodes;

Figs. 3A and 3B show the voltage waveforms applied to the common and segment electrodes in the cholesteric liquid crystal display device for DDS drive;

Figs. 4A and 4B show the voltage waveforms applied to the common and segment electrodes in the cholesteric liquid crystal display device for DDS drive;

Fig. 5 shows a schematic diagram of the structure of cholesteric liquid crystal display apparatus in accordance with the present invention;

Fig. 6 shows a schematic view of a cholesteric liquid crystal display device used in a cholesteric liquid crystal display apparatus in accordance with the present invention;

Figs. 7A and 7B show a reset, select, hold, and non-select voltage waveforms applied to common electrodes, and an ON and OFF voltage waveforms applied to segment electrodes in the embodiment 1;

Figs. 8A, 8B and 8C show an example of voltage waveforms applied to each common electrode and segment electrode in order to drive a cholesteric liquid crystal device in a matrix manner by the voltage waveforms shown in Figs. 7A and 7B;

Fig. 9 shows the voltage waveforms to be applied to respective picture elements shown in Fig. 8A;

Fig. 10 shows a schematic view of the voltage waveforms applied to the liquid crystal display device;

Figs. 11A and ~~12B~~11B show DDS drive voltage waveforms to allow a gray scale display;

Fig. 12 shows the voltage waveforms;

Figs. 13A and 13B show the voltage waveforms;

Figs. 14A and 14B show the voltage waveforms;

Figs. 15A and 15B show the voltage waveforms;

Figs. 16A and 16B show the voltage waveforms; and

Figs. 17A and 17B show the voltage waveforms.